

A World of Good Easter Merchandise For You In Our Store

Beautiful Easter Dresses

So many new ideas are expressed in the dresses this season that they are particularly interesting. Sheerness of material is the prevailing tendency.

Borders have all crept back and have interwoven themselves with the aires of materials leaving delightful trails in their wake.

Pretty dresses of crepe de chine, George ette crepe and taffeta in both light and medium colorings.

Priced at \$15 to \$35

IT IS EASY TO CHOOSE AN EASTER SUIT HERE

Because it is so easy to find a number of the styles that are becoming.

Becomingness is the great question, since every suit in our department is of uniform excellence and represents the highest standard of merit at the price asked. There is a satisfaction in buying your suit here for you are certain that it is absolutely correct in style. Exact copies of some of the best models from the famous New York tailors are to be had here at prices which are a mere fraction of those asked for the originals.

Many suits in complete assortments at

\$17.50 to \$30.00



Hats of the Moment

HATS FOR EASTER

The hats themselves are more interesting than anything we can say about them. Each one is different from its neighbor—as different as the women who will wear them.

Distinction is half their charm. There are hats from New York and Chicago as well as hats from our own workroom.

There are hats with tulle crowns and a half veil of tulle hanging from the brim.

There are hats with cherries and hats with transparent brims of horsehair lace.

Garden hats of soft Leghorn have the most becoming droop in the world.

All of them are essentially Easter hats—new and charming enough to be worn with New Easter Suits and Dresses.



Young Men's Style

You will find the vigorous kind in our store, not the feeble attempts at young men's style that get across under cheap prices and a suave salesman's salve.

KUPPENHEIMER and STYLEPLUS CLOTHES

Stand out preeminently as young men's clothes of character. Their designers know that you young chaps want the waist line on your coat to be high and set off your shoulders. They know you want free and easy athletic appearance in your clothes and you get it in a Kuppenheimer or Styleplus Suit.

We have all the new stripe patterns—incidentally we want to inform you that we have a fine assortment at \$17 to \$25.

Your Every Want Anticipated

NORDHAUS'

Deming's Greatest Store

All black-tread Tires are NOT made of "BAREFOOT" Rubber



THIS is to tell the People, that Goodrich "BARE-FOOT-RUBBER" Value lies not in its COLOR but in its composition. It lies in the especially devised Texture, Flexibility, Cling-quality, Stretch, Lightness and Resilience of that "Barefoot Rubber" which, through years of Research, WE developed to match the marvellous Flexibility, Resilience and Power-conservation of our two-layer-Cord "Silvertown" Tires.

Color alone would have been little help in making "Silvertown" Tires stand-up in the tread as ENDURANCE Tests which the 100-Mile-per-hour Races of 1915 provided.

And Color alone,—Black, White, Red, or Gray—can do little for the Consumer who buys a "Me-too" Black-Tread Tire, of imitated make, on the assumption that all Black-Tread Tires are likely to be made of same materials.

THE marvellous "Barefoot Rubber" now used in Goodrich FABRIC Tires (as well as in Goodrich "Silvertown") is black only because we elected that color, primarily for distinction and association with our SILVERTOWN CORD Tires.

When, therefore, the usual crop of "flattering" Imitations sprouts upon the Market DON'T assume that OTHER Black-Tread Tires have in them the "BARE-FOOT-RUBBER" which made the enormous ENDURANCE of Silvertown Cord Tires possible in the 90 to 103 Mile-per-hour Races of 1914-15.

No Tires on the Market, Size for Size, and Type for Type, are LARGER than Goodrich, and none more generously good, at any price.

"Barefoot Rubber" is now made into Goodrich FABRIC Tires,—Goodrich "Silvertown" Tires,—Goodrich Inner Tubes,—Goodrich Truck Tires,—Goodrich Motor Cycle Tires,—Goodrich Bicycle Tires,—and Goodrich Rubber Boots, Overshoes, Soles and Heels.

Get a sliver of it from your nearest Goodrich Dealer or Branch.

Note (by comparison), the reasonably-low Fair-List prices at which these best-possible Fabric Tires are being sold, on a BUSINESS basis.

THE B. F. GOODRICH CO.
Akron, Ohio.

GOODRICH "BAREFOOT" Tires

30 x 3 1/2	Ford Sizes	\$16.40
30 x 3 1/2		\$13.40
32 x 3 1/2		\$15.45
33 x 4	Safety Tread	\$22.00
34 x 4	"Fair-List"	\$22.40
36 x 4 1/2		\$31.00
37 x 5		\$37.35
38 x 5 1/2		\$50.00

STATEMENT OF OWNERSHIP, MANAGEMENT, CIRCULATION, ETC., REQUIRED BY THE ACT OF CONGRESS OF AUGUST 24, 1912.

Of The DEMING GRAPHIC published weekly at Deming, New Mexico, for April 1, 1916.

State of New Mexico

County of Luna

Before me, a notary public in and for the State and county aforesaid, personally appeared Clyde Earl Ely, who having been duly sworn according to law, deposes and says that he is the owner of the Deming Graphic and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, embodied in section 443, Postal Laws and Regulations, printed on reverse side of this form to-wit:

1. That the names and addresses of the publisher, editor, managing editor, and business managers are:

Publisher—Clyde Earl Ely, Deming, New Mexico.

Editor—Clyde Earl Ely, Deming, New Mexico.

Managing Editor—Clyde Earl Ely, Deming, New Mexico.

Business Managers—Clyde Earl Ely, Deming, New Mexico.

2. That the owners are:

Clyde Earl Ely, Deming, New Mexico.

3. That the known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages or other securities are:

Bank of Deming, Deming, New Mexico.

Union Trust Company, Chicago, Ill.

4. That the two above paragraphs next above, giving the names of the owners, stockholders and security holders contain not only the list of stockholders as they appear upon the books of the company but also in cases where stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest direct or indirect in the said stock, bonds, or other securities than so stated by him.

(Signed) Clyde Earl Ely

Sworn to before me this 12th day of April, A. D. 1916.

SEAL

Clary C. Fielder, Notary Public

My Commission expires December 3, 1919

Int'l Opera Co. Dr. Green	50	Col. O. C. Berryman, U. S. M. C.,
Evening Concert as above	50	retired, writes from Los Angeles,
Lecture, Supt. Hendrix	25	Cal., that he must have the Graphic
Skibinsky-Welch Co.	50	in order to get the "news from
Dr. Beauchamp, Skibinsky Co.	50	home."
Lecture Supt. Hendrix	25	
New York Marine Band	75	Dinner
Band Concert and soloist, eve.	1.00	Mr. and Mrs. J. A. Mahoney en-
Recital, Labadie	25	tertained at an elegant dinner in
Impersonations, Labadie & Riner	50	honor of His Grace, Bishop Schuler
Riners, Mawson's Pictures	50	of El Paso. The color scheme was
Male Quartet, Wood Briggs	35	yellow. Clusters of yellow jonquils
Sacred Concert, Male Quartet	50	an yellow iris in cut glass and silver
Lecture, Supt. Hendrix	25	stands adorned the elegantly ap-
Lecture, Bobt. Parker Miles	50	pointed board. The guests were, in
Kaffir Boy Choir	75	addition to the guest of honor, the
Total single admissions	\$8.60	Father Carnet, the Rev. Father Ro-
Price of Adult ticket admitting to		mero, Dr. M. J. Moran, and C. J.
every performance	\$2.50	Kelly and J. A. Mahoney.
Discount if ticket is purchased be-		It must be gratifying to the pride
fore noon of May 2	\$6.10	of the state department to have Ger-
		many answer the threatening notes
		with promises to be good which the
		imperial government feels no com-
		punction in breaking.

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Thursday

10 a. m., lecture by Supt. Hendrix on "Heredit.".

2:30 p. m., artists' recital by the Skibinsky-Welch Company, composed of the famous Russian violinist, Alexander Skibinsky, Miss Welch, contralto, and Miss Alice Wright, accompanist.

4 p. m., Junior Chautauqua.

7:30, concert by Skibinsky-Welch Company.

8 p. m., humorous lecture "Take the Sunny Side" by Lou Beauchamp.

Friday, Music Day

10 a. m., lecture on "Environment" by Supt. Hendrix.

2:30, popular concert by the New York City Marine Band.

4 p. m., Junior Chautauqua.

7:30, grand concert by the New York City Marine Band, assisted by Donald Bouehier, tenor soloist.

Saturday

9 a. m., Junior Chautauqua pageant and children's picnic.

10 a. m., lecture-recital by Francis Labadie, interpreter of French-Canadian character.

2:30 a. m., readings and impersonations by Francis Labadie.

3 p. m., entertainment by Riner sisters, the funniest girls on the platform.

7:30, Riner sisters in musical sketches, followed by the famous Douglas Mawson moving pictures of the Antarctic expedition.

Sunday

2:30 p. m., sacred concert by the Sequoia Male Quartet.

3 p. m., stories of the south by Wood Briggs.

4 p. m., Vespers. (Free to all.)

Monday

10 a. m., lecture on "Training" by Supt. Hendrix.

2:30 p. m., lecture "Tallow Dips" by Dr. Robert Parker Miles.

7:30 p. m., concert by the Kaffir Boy choir, one of the most unique entertainments ever presented on a chautauqua program.

BUY YOUR TICKET EARLY

Everyone is going to Chautauqua, and now is the time to study the program and count the saving between a season ticket and single admissions. The following table of comparative cost of chautauqua admissions, showing differences is worth investigating.

Single Admissions	
Comus Players	50
Lecture, Supt. Hendrix	25

Allen Crotechett and his sister Stella and George Maisel motored to El Paso Sunday.

The Knight Templars will attend the Presbyterian Church Sunday morning in a body and wearing the full regalia of the order to participate in the Easter service.

The true secret of feminine beauty is to be born pretty.

REFUSE TO BE ALARMED

When it comes down to gossiping, a few of Deming's "first-class" citizens have it over an old woman's sewing circle two to one. The habit is an idle if not down right malicious and an effort ought to be made to put an end to the endless and useless wagging of tongues. "Passing the rumor" is getting to be the chief indoor and outdoor sport along the borderside. No doubt, those that engage in the pastime derive some amusement from the thrills that come from seeing who can tell the biggest "whopper."

If the matter did not go beyond the belly pool bunch there would be no harm done. But Deming has nervous women and men, too, whose physically condition is such that the continual excitement is harmful to health. Many of these will leave Deming, not because they are cowards and afraid of an invasion, but because they can go where their health is not endangered by the incessant alarm.

No matter how impossible the rumors started may be, it is necessary for the local officers to run them down so that it can be definitely said that there is nothing in them. In other words the reports suggest possible situations that are highly improbable.

The local officers have the situation well in hand and there are enough deputies and National Guard members to take care of any possible contingency. Other citizens will do well to stay at home where they can be reached if needed. Greater caution in repeating rumors will make night alarms infrequent.

Lecture at Presbyterian Church

"Among the Savage Cannibals of Papua," is the subject of a stereopticon lecture to be given by Dr. Henry A. Malley at the Presbyterian Church Tuesday evening April 25 at 7:30 o'clock. Admission free. A silver offering will be taken up.

Mr. and Mrs. Henry Mechiz, formerly of Palo Alto, Cal., are in the city guests at the Hotel Dines. Mr. Mechiz has purchased the Guarantee Electric shop. He is an expert electrician, and is prepared to do all kinds of contracting work.